Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

1.914
A5793
Cop.5

FOOD INFORMATION CALENDAR

OFFICE OF INFORMATION
UNITED STATES DEPARTMENT OF AGRICULTURE

October 16, 1943 No. 28

More Food Fights For Freedom Meetings.

Four meetings have been scheduled at which Washington personnel will show the slide film dramatizing the food story and explain the Food Fights For Freedom Campaign. Since meetings have already been held in New York and Chicago which were attended by government personnel, although they were set up primarily for civic and similar organization people, it was decided to hold the present series for government representatives at:

Atlanta, Georgia	October 16
Dallas, Texas	" 18
Boston, Massachusetts	" 22
San Francisco, California	" 28

The following have been invited:

OCD--Regional representatives and representatives of the State Defense Councils.

OPA--Regional Directors and information people, District information officers, and some Community Service members.

WFA--FDA Regional Directors and some staff members, representatives of State Nutrition Committees, State AAA Chairmen, State Extension Directors, and others selected by the latter, Regional Directors or their representatives in the other USDA agencies.

All those who can are urged to attend the two meetings ahead.

At the meeting of the Land Grant Colleges to be held in Chicago on October 25, the FFFF Campaign will also be explained and discussed.

Food Fights for Freedom Campaign radio programs on National Farm and Home Hour include:

Saturday, October 23--"1944--the Farmers' Task." Dramatizing farm production, relating it to other phases of campaign.

Friday, October 29--"Food for Civilians," talk by Mrs. Alvin J. Steinkopf, wife of A. P. Correspondent, covering civilian food situation as seen on basis of experience abroad and in this country.

Saturday, October 30--"Battle Stations at Home." Dramatizing the ways in which all of us can help make food fight for freedom; same theme as film strip, "Food Fights for Freedom."

Friday, November 5--"We Knew Our Job," report by Michigan farmer on importance of knowing objectives and adjusting to meet goals.

RADIO REPORT

FARM AND HOME HOUR, Monday, October 18; Wallace Kadderly--"Prevent Losses in Shipping Livestock", and Ernest Moore--"Getting the Ground Ready" a Victory Garden series. Tuesday, October 19: Roy F. Hendrickson, Director, FDA, and Ruth Van Deman--"Where's the Milk?". Wednesday, October 20: "Outlook for Agriculture"--H. R. Tolley, Chief, BAE, Thursday, October 21; Ruth Van Deman--"Soya Flour and Grits" and UNCLE SAM's FOREST RANGERS. Friday, October 22: No participation. Saturday, October 23: "1944--The Farmer's Tasks"--Narration and Documentary Sketches.

"THE LOWLY SPUD" is the title of the CONSUMER TIME SHOW for Saturday, October 23. The Potato crop is a WHOPPER--and this program will be devoted to promoting the heavier use of the spuds and the conservation of this huge crop. There'll be some practical hints on storage--that YOU--in the apartment, the penthouse or in light housekeeping rooms can follow to help save spuds.

As a dramatic "kick" there'll be a quick, smashing episode revolving around Hieronymus Cardan, a Spanish Monk who lived about 1550. He was a chap who had "a heavenly voice, but a skillful sword arm." Yes, he was all mixed up in the story of potatoes--and Indians and Conquest and Peru and Spain and long ocean voyages. All in all, it makes quite a tale--and will hammer home to listeners the drama of potatoes.

To give "customers," there's a good little pamphlet, "Potatoes in Low Cost Meals."

OWI HAS ASSIGNED THE FOOD FIGHTS FOR FREEDOM PROGRAM THE FOLLOWING RADIO TIME:

Network Allocation Plan (war message on some network program every hour of day and night - majority on FFFF on the following dates)

Weeks of November 1, 8, 15 and 22

Station Announcement Plan (one-minute announcements over 900 stations either 9 or 12 times a day - majority to be on FFFF on the following dates)

Week of November 1 - all stations
Week of November 15 - half stations
Week of November 22 - all stations

National Spot and Regional Network Plan (50 regional programs a week over an average of 400 stations carry special OWI announcements - majority to handle FFFF on the following dates)

Week of November 1
Week of November 8

Special Assignment Plan (125 network programs build government campaigns right into their shows - many will carry FFFF story on the following dates)

September 6 through October 25
Week of November 15
Week of November 22

FACTS ON FOREIGN FEED: Watch for Food Information Series No. 69, which should reach you next week. It will be a comprehensive statement on the foreign feed situation, answering those BIG questions -- how much is available for import? --- what are we doing to get it transported?

FOOD FIGHTS FOR FREEDOM FACTS----------

Across the Nation, in every community, individuals and groups are organizing and planning to put over what appears to be the biggest educational drive ever undertaken by the Government.

Contacts have been made with national organizations. Here are some tentative plans...and there are more to come.

WOMEN'S ORGANIZATIONS

American Association of University Women--Stimulate all their local groups to support the campaign--can train speakers to help the Citizens' Food Information Committees.
B'NAI B'RITH--Preparing editorials and cartoons for their house organs and for distribution to other publications.
QUOTA CLUB--Suggested "reporter" on the food situation to keep all local clubs informed on up-to-the minute food news.
BUSINESS AND PROFESSIONAL WOMEN--Member specialists will help as speakers or trainers.
LEAGUE OF WOMEN SHOPPERS--Getting letters to all local units to endorse FOOD FIGHTS FOR FREEDOM.
YWCA--Will get info. materials for their membership discussion and educational groups--furnish materials to magazines.
GENERAL FEDERATION OF WOMEN'S CLUBS--War Services Chairman will include the campaign in her monthly bulletin as will the Consumer Chairman.

PROFESSIONAL ASSOCIATIONS

AMERICAN HOME ECONOMICS ASSOCIATION--Special interest in the conservation end of the program--avoid waste and conserve local surpluses.
COLORED NURSES ASSOCIATION--Will inform nurses who will carry the program into the homes they visit.

WELFARE AND SOCIAL SERVICE ORGANIZATIONS

AMERICAN ASSOCIATION OF SOCIAL WORKERS--Letter going to 90 chapter presidents asking them to inform their members.
AMERICAN PUBLIC WELFARE ASSOCIATION OF AMERICA--Information to all member groups with suggestions for local activity.
ASSOCIATION OF JUNIOR LEAGUES OF AMERICA--Letter to all 123 local leagues urging them to take action as volunteer civic leaders--one radio program to be sponsored by each chapter--National Consultant in Civic and Social Education will distribute campaign materials to all local chapters--publicity in the Junior League Magazine.
CHILD WELFARE LEAGUE OF AMERICA--39 member organizations have home economists who will promote special program of information for caseworkers--all state members will get letter with materials.
NATIONAL FEDERATION OF SETTLEMENTS--Round Table and Consumer Notes sent out nationally will contain references to campaign--City Federations in ten large cities will secure city-wide cooperation from low-income neighborhoods through the leadership of paid and volunteer workers--speakers on Food Fights For Freedom will be asked to address mass meetings, community councils and for clubs among nationality groups.
JEWISH WELFARE BOARD--support generally--article in their monthly newsletter "Between the Issues".

LABOR GROUPS

CIO--stimulate interest in factory feeding programs--work on shopping problems of the working women--furnish noon-hour speakers in factories--send fact sheet describing program to locals and editorial people.
INTERNATIONAL WORK ORDER--discussion of program in their bulletins--can get information to 15 different language groups--train speakers in these languages--special projects in the lodges on food for Thanksgiving period.

YOUTH GROUPS

JUNIOR RED CROSS--publicity in their magazine--speakers or discussion leaders at Red Cross activity centers--get Red Cross nutrition groups to help save temporary local surpluses.
JUNIOR HADASSAH--planning big war exhibit
CAMP FIRE GIRLS--do campaign educational work in connection with their cooking and nutrition projects.

MATERIALS ON THE WAY

Motion Picture List. Showing the movies available for use in the Food Fights for Freedom Campaign. Titles are listed as well as the source and a brief summary of the subjects covered in the feature. A directory for ordering the films is reproduced. This mimeographed list will be in the field shortly.

HOME FRONT PLEDGE CAMPAIGN EPISODE II.

HATS OFF TO--

Long Beach, Calif., where almost every civic group, together with the schools and churches, under the direction of Mrs. Frank J. Hardesty, are joining in a determined Home Front Pledge Campaign to obtain signatures from 100 percent of its citizenry. The radio stations of that city will deliver pledges to those who can't come and get 'em.

San Diego, Calif., which was waging an active Home Front Pledge Campaign, -- and then, when it began to quiet down, found fresh impetus when the City Council, 50 individual business and civic groups, and the schools stepped in to take an active part in marshaling consumers in an all-out fight against Black Markets, via the Home Front Pledge. The churches of that city are arranging to have Campaign speakers appear during their services.

New York City which opened its campaign this week with the city's scrappy Mayor Fiorello H. LaGuardia becoming No. 1 Consumer. Retail merchants in practically every line of trade, together with civic, fraternal, labor and religious leaders, also promptly signed the pledge to stamp out Black Markets.

Mrs. Franklin D. Roosevelt launched the Home Front Pledge Campaign in Washington, D. C., by signing the agreement at the Whitehouse that she will support price control and fight against Black Markets. Washington, just as hundreds of other cities in every state of the nation, is planning its activities to obtain signatures from 100 percent of its wartime population. Merchants have been particularly active in preparing the citizenry through skillfully laid-out advertisements.

FOOD FIGHTS FOR FREEDOM IN BRIEF

A Fact Sheet

Americans are asked in wartime to take various actions on food -- to grow it, preserve it, conserve it, eat right, observe price and rationing rules. These appeals have been made piecemeal, without showing the reasons why all such actions are necessary to make food fight for a shorter war, a lasting peace.

Now, to tell the food story as a whole, government agencies join in asking citizens to carry on the Food Fights for Freedom program. The purpose is to engender understanding and respect for food as a weapon.

The for-the-duration food program gets under way with an intensive November (Food for Freedom Month) campaign built around Thanksgiving observance. Four government agencies are acting together -- War Food Administration, Office of Price Administration, Office of Civilian Defense, Office of War Information.

The program has two "wings". One, a national press, magazine, radio, editorial and advertising support campaign, the War Advertising Council cooperating with government; the other, a community mobilization of citizens and organizations to study war food problems and inspire action to solve them.

For community mobilization, volunteer groups already active -- OPA's Home Front Pledge Committees, OCD's Consumer Committees, and WFA's Nutrition Committees -- have been asked to combine in setting up widely representative Citizens' Food Information Committees with their own elected chairmen. Materials are available to aid the committee plans to mobilize the communities through home visits, mass meetings, organization meetings, other activities.

Goal No. 1 of the mobilization (and of the whole program) is to see that every citizen understands the basic facts about wartime food. Goal No. 2 is to inspire every citizen to do all in his power to carry out the appeals to action: PRODUCE AND CONSERVE, SHARE AND PLAY SQUARE.

Following is a brief of the facts from the basic information booklet, "Food Fights for Freedom:"

1. Food Production: Pre-war "surpluses" (resulting in large part from lack of cash to buy food) have disappeared; for the duration there cannot be enough for all requirements, even though food production has increased yearly for 8 years, set new records for 7 successive years, in 1943 is expected to be 5% over 1942 and 32% over the 1935-39 pre-war average. Next year's goal, 380 million acres, 16 million more than in 1943, is U. S.'s largest. Good soil is limited, so emphasis is on balance--right amounts of right things in right places. The program aims at increasing war food and fiber essentials without bringing inflationary dangers. Both war needs and vastly increased civilian buying power demand more food.

2. War Food Needs: Our armed forces get 13% of 1943's food; civilians 75%; Lend-Lease Allies, 10%; friendly neighbors, 2%. Military needs are large because average service men eat 1½ times as much as civilians (5¼ instead of 3-3/4 pounds). The Army's food reserve for men in U. S. is 3 months; for those abroad, 9 months. Lend-Lease food keeps English factories humming, English and Russian soldiers fighting. As we liberate more peoples, more of our food is needed to strengthen them to fight and restore their own production.

(Over)

3. Food and Increased Buying Power: Food production has so increased that the 75% of 1943 supply reserved for civilians equals the 100% civilians got in the average (1935-39) pre-war year. But America's purchasing power is up from 45 billions in 1932 to 140 billions in 1943--40 billion dollars more than there are goods and services to buy. Those who used to buy all the choice foods they wanted still try to do so; those who used to want more and better food now try to buy it because they have more money. To both, therefore, the food supply seems "short".

4. How Our Food Supply Is Allocated: In war, civilians, armed forces, allies, must be assured their food. Allocations are made by the War Food Administrator with the advice of boards representing Army, Navy, Lend-Lease, civilians. Civilians Requirements Branch of Food Distribution Administration, WFA, presents the claim of our civilians. This claim is first in importance after the U. S. armed forces. Under no circumstances will food supplies be so divided that basic food requirements of U. S. civilians are not met.

5. Rationing, Price Control and Our Food: When supplies of popular foods, such as meat, butter, canned and dried fruits and vegetables, fell short of demand, we had 2 alternatives: (1) Do nothing -- let those able to pay most or get to stores first buy all, or more than their share; (2) Ration these foods so everyone could have a fair share, and put a ceiling price on necessary foods so everyone would find a share within reach of his pocketbook.

6. Food Waste: It is estimated that 20 to 30% of the food produced in the U. S. every year is lost or wasted -- on the farm, in transit, in wholesale or retail establishments, in restaurants and homes -- mostly in bits and driblets. While much of this is unavoidable, if half could be prevented, it would be equal to adding to our supply as much food as we are sending our Allies this year, almost as much as our armed forces get.

7. Adjusting Food Habits to War: Expecting comfortable stabilization of wartime food situations is wishful thinking. Uncertainties of weather, labor, machinery, transportation, make production unpredictable. Progress of the war -- victories, defeats, numbers of men abroad, food ships lost -- make needs variable. The result is, all of us find it necessary to change food habits, to put war demands first.

Call to Action

Americans, understanding these food facts, realizin food's crucial importance to victory, will act to make food fight for freedom. They will:

1. Produce more food of the right kinds, on farms and in Victory Gardens.
2. Conserve food, stop waste.
3. Preserve fresh and perishable foods.
4. Eat the right foods every day for health and strength.
5. Substitute plentiful for scarce foods in the diet.
6. Share through rationing, by refusing to buy or sell rationed foods without stamps for every point.
7. Help keep food costs down by paying or charging no more than top legal prices.
8. Take active part in community food projects, inspire others to do the same.
9. Put the war's food demands first, adjusting food habits to wartime conditions.